

UTILITY PATENT APPLICATION
UNDER 37 CFR 1.53(b)

Assistant Commissioner for Patents
Washington D.C. 20231

Case Docket No. 1268-094

Sir:

Transmitted herewith for filing is the patent application of:

INVENTOR: Yoram LEVANON and Lan LOSSOS-SHIFRIN

FOR: A METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

Enclosed are:

- ☒ 18 pages of specification, claims, abstract
- ☒ Declaration & Power of Attorney
- ☐ Priority Claimed
- ☐ Certified copy of
- ☐ 0 sheets of formal drawing
- ☐ An assignment of the invention to and the assignment recordation fee
- ☒ Return Receipt Postcard
- ☒ A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27
- ☐ Information Disclosure Statement, Form PTO-1449
- ☐ Copies of IDS Citations
- ☐

The filing fee has been calculated as shown below:

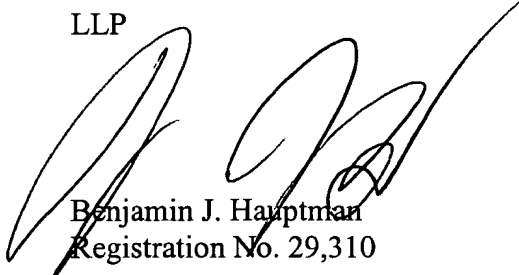
| | NO. FILED | | NO. EXTRA | RATE | AMOUNT |
|----------------------------------------------------------|--------------|----------|--------------|----------|-----------|
| Total Claims | 8 | MINUS 20 | 0 | x \$9 = | \$ 0.00 |
| Independent Claims | 2 | MINUS 3 | 0 | x \$39 = | \$ 0.00 |
| If multiple dependent claims are presented, add \$130.00 | | | | | \$0.00 |
| Basic Fee | | | | | \$ 345.00 |
| Total of above calculations | | | | | \$ 345.00 |
| <input type="checkbox"/> Assignment and Recording Fee | | | | | \$0.00 |
| TOTAL FEE | | | | | \$ 345.00 |

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- ☒ [X] Please find enclosed a check in the amount of \$345.00. A duplicate copy of this sheet is enclosed.
- ☒ [X] The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 07-1337. A duplicate copy is enclosed.
- ☒ [X] Any additional filing fees required under 37 CFR 1.16.
- ☒ [X] The Commissioner is hereby authorized to charge payment of following fees during the pendency of this application or credit any overpayment to Deposit Account No. 07-1337. A duplicate copy of this sheet is enclosed.
- ☒ [X] Any patent application processing fees under 37 CFR 1.17.
- ☒ [X] Any filing fees under 37 CFR 1.16 for presentation of extra claims.

Respectfully submitted,

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